

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 5/10/2011

**GAIN Report Number:** CH11606

## China - Peoples Republic of

**Post:** Guangzhou

### **ATO Guangzhou Wine Promotions increase sales for California's Hidden Valley Cellar Wines**

**Report Categories:**

Market Development Reports

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**Report Highlights:**

**General Information:**

Shenzhen-based Hidden Valley Cellars (HVC) is a California wine importer and distributor exclusively representing six wineries, including Marilyn Wines, Hidden Valley Cellars, Mont St. John Cellars, Fry's Vineyard, Watching Eagle, and Chevalier Cellars. HVC is a member of the Pearl River Delta American Wine Import Association launched by ATO Guangzhou on October 25, 2010. Actively participating in ATO Guangzhou's American Wine Festival Promotion on December 7, 8, and 17, 2010 in Guangzhou and Shenzhen, the company introduced their wines to over 150 attendees including wine traders, 5-star hotel F&B managers, and to local media outlets.

ATO Guangzhou also recommended HVC become an exclusive sponsor at a 200-attendee American Chamber of Commerce South China's (Amcham) reception hosted by consulting company KPMG on January 24, 2011. HVC's wines were well received by the connoisseurs and potential buyers, which encouraged their confidence in selling U.S. wine in South China. After continuous marketing and media exposure support received by U.S. Consulate Guangzhou's Public Affairs Section and ATO Guangzhou, local demand for HVC wines strengthened and snowballed into import of \$500,000 California wine during the first quarter of 2011, which is already more than the total value of their wine import in 2010. And HVC also successfully added Marilyn Wines of California to their import portfolio. The first two containers of Marilyn wines worth \$400,000 have already been shipped to Shenzhen. An estimated value of wine imported by HVC would be amounted to \$1,500,000 in 2011. ATO Guangzhou's leadership, outreach and grass-roots marketing inspired HVC's General Manager, Ms. Cecilia Cai (a Californian American-Chinese) to become President of the 26-member Pearl River Delta American Wine Import Association.